

From: Graham Keenan <graham@hybridadv.com>

To: Javier Torres <jtorres@mediaeffective.com>

Subject: Re: LWD billing

Date: Thu, 06 Aug 2020 15:59:13 +0000

Yes Please do.

On Thu, Aug 6, 2020 at 11:13 AM Javier Torres <jtorres@mediaeffective.com> wrote:

Can I forward this emails to Jessica so she sees that you are in the loop and ok with this?

(So they can change the number too)

Thanks,

Javier Torres

Director Media Effective

On Thu, Aug 6, 2020 at 10:32 AM Graham Keenan <graham@hybridadv.com> wrote:

Hi Javier,

This is perfectly fine with me. GO ahead and have her add in your commission. We can handle with Serena to make sure your \$\$\$ is forwarded right to you...that is very simple to do.

Thx and sorry for the horrible cell phone service.

GK

On Thu, Aug 6, 2020 at 10:21 AM Javier Torres <jtorres@mediaeffective.com> wrote:

Hi Graham;

I spoke with Jessica and Rachel about digital media this morning and after the meeting I talked about the quote they are sending me on this (digital).

Their gross for this proposal for example is \$50k, which includes their cost, their commission and Hybrid's commission, But not mine. She asked me if I wanted to add my commission and if you were ok with that. I told her that when I buy from you I always add my commission.

I have no problem just adding my commission the way I have been doing with you for years, but I am trying to anticipate that if there is a direct contact between my client and LWD (because of the digital buy) , they are talking about CPM, total cost, or any number, that my client gets from LWD the same cost I have give them when I presented.

I am still trying to handle everything myself, but as you mentioned yesterday, if it comes to a point in which it is necessary to connect them directly, I need clarity with the numbers.

What do you think?

Thanks,

Javier Torres

Director Media Effective

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